



**WEST BASIN MUNICIPAL WATER DISTRICT
2009 LOCAL CONSULTANTS ACTIVITIES SUMMARY**

OVERVIEW:

Staff continues to utilize the pool of local consultants for assistance in implementing our Strategic Plan on issues relevant to the capabilities of each individual consultant. Each year staff coordinates targeted projects for the local consultants. In 2009, most consultants were asked to obtain support of the Water Reliability 2020 (WR2020) Program by key community and business leaders, as well as elected officials. Staff contacts each consultant throughout the year to receive progress updates; brainstorm additional targets; and approval of all potential supporters. Staff encourages consultants to recommend appropriate targets and works with the local consultants to attend meetings and solidify support. Based on their schedule, availability and the task, each consultant is given equal opportunity to obtain support and meet targets.

SUMMARY:

(In alphabetical order)

David Cunningham | \$250 per hour | 73.83 hours = \$18,457

Activities: Mr. Cunningham worked with Mr. Parks to obtain letters of support for WR2020 by connecting West Basin staff with local Los Angeles leaders and key organizations. In 2009, six support letters were received. The following contacts were targeted in 2009.

Briefing Attendees	Organization	Requested	Pending	Received
Cynthia Ruiz	City of Los Angeles Board of Public Works	x		
Janice Hahn	City of Los Angeles Councilwoman	x		
Rodrick Wright	California State Senator			x
Steve Koffroth	American Federation of State County and Municipal Employees			x
Adam Acosta	American Federation of State County and Municipal Employees		x	
Robert Nelson	United Auto Workers (30 participants)			x
Bishop Henry Williamson	Christian Methodist Episcopal Church			x
Rev. Perris Lester	Christian Methodist Episcopal Church			x
Rev. Oliver Buie	Christian Methodist Episcopal Church		x	
Rev. John Johnson	Christian Methodist Episcopal Church			x
Rev. Joseph Gardner	Christian Methodist Episcopal Church		x	
Rev. U.L. Butts	Christian Methodist Episcopal Church		x	
Byron Smith Trustee	Board of Southern California Region		x	
James Scott Treasurer	Board of Southern California Region		x	
Travis Hicks Trustee	Board of Southern California Region		x	
Bishop T. Larry Kirkland	African American Episcopal Church		x	
Rev. Dr. Clyde Oden Jr.	African American Episcopal Church		x	
Rev. Dr. Kelvin T. Calloway	African American Episcopal Church		x	
Rev. Joseph C. Nixon	African American Episcopal Church		x	
Jackie DuPont Walker	African American Episcopal Church-Special Assistant to the Bishop		x	
Imogene Booker Trustee	Board of Southern California Region		x	



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Kerman Maddox | \$300 per hour | 24.25 hours = \$7,275

Activities: Mr. Maddox arranged for the General Manager to testify as part of a Department of Interior panel on water in Washington D.C. He also arranged for staff to brief the Deputy Mayor of Los Angeles, the Executive Director of the Los Angeles Building Trades Union, the former Mayor of Inglewood, Roosevelt Dorn, staff from Mayor Villaraigosa's office and Supervisor Zev Yaroslavsky.

John Parsons | \$150 per hour | 0 hours = \$0

Activities: Mr. Parsons' activities revolved around two general categories: 1) Support of the WR2020 Plan; and 2) Help strategizing the implementation of the Desalination Project.

WR2020 Support: Mr. Parsons recommended many organizations and individuals for presentations on WR2020 and obtained many signed support cards for WR2020, including locally elected officials, especially in the beach cities. Through his partnerships with contacts around the South Bay he has helped create "partnerships" and information flow with organizations, such as the South Bay Association of Realtors (SBAOR), South Bay Association of Chambers of Commerce (SBACC) and the South Bay Economic Development Partnership (SBEDP).

Ocean-Water Desalination Support: Mr. Parsons meets periodically with West Basin staff to strategize solutions for issues regarding the Desalination Program. His background allows him to stay engaged with current views on desalination in the beach communities. Mr. Parsons has served two terms on the Redondo Beach City Council, is currently a Planning Commissioner, and is the immediate past chair of the Redondo Beach Chamber of Commerce.

Southwest Management Consultants – Leon Garcia | \$250 per hour | 73.83 hours = \$18,457

Activities: Mr. Garcia worked to obtain letters of support for WR2020 through connecting West Basin staff with local leaders and key organizations. Four letters of support were received; Dr. Ortiz, President of Cal Poly Pomona, Dan Holloway, Councilman, City of La Puente, Nadia Mendoza, Councilmember, City of La Puente and Eloy Morales Jr., Councilman, City of Inglewood.

Verbal support of WR2020 has been given by the following leaders; formal support has not been received:

1. Tom King – Council Member, City of Walnut and President of San Gabriel Valley Council of Governments
2. Sam Pedroza, Council Member, City of Claremont
3. Rick Richmond, CEO of Alameda Corridor East
4. David Perez – Mayor, City of Industry
5. East West Bank
6. Monica Garcia, Council Member, City of Baldwin Park
7. Manny Lozano, Council Member, City of Baldwin Park
8. Marianna Lake, Board Member, Valley County Water Company
9. Judy Chu, Congresswoman
10. Mike Eng, Assemblyman
11. Don Knabe, Los Angeles County Supervisor
12. Michael Antonovich, Los Angeles County Supervisor



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13. Ed Hernandez, Assemblyman
14. Tonia Reyes Uranga, Board Member, AQMD
15. Michael Cacciotti, Board Member, AQMD
16. Grace Napolitano, Congresswoman
17. John Perez, Assembly Speaker
18. Margarita Vargas, President, Valley County Water District
19. Robert Apodaca, Board Member, Central Basin Water District
20. Ted Martinez, President, Rio Hondo College
21. John Wong, Board Member, Los Angeles County Assessors

Strategic Counsel PLC- Perry Parks | \$350 per hour | 50.46 hours = \$17,661

Activities: Mr. Parks worked with Mr. Cunningham to obtain letter of support for WR2020 by connecting West Basin staff with local Los Angeles leaders and key organizations. In 2009, six support letters were received. (See above listing under Mr. Cunningham's Report for listing of support targets.)

Harold Williams | \$100 per hour | 55 hours = \$5,500

Activities: Between April and August of 2009, Mr. Williams reached out to 17 VIP's willing to support WR 2020 without needing a formal presentation. In addition, he was able to secure two opportunities for a presentation, one before the Kiwanis Club of Carson and one at the Watson Land Company of Carson, which provided a letter of support.

Woodworth and Haglund – Carl Haglund | \$250 per hour | 204 hours = \$51,000

Activities: Mr. Haglund assisted with five strategic areas of support for West Basin detailed below.

Raytheon: In mid-2008, Mr. Haglund began facilitating a relationship between Raytheon and West Basin. West Basin had tried for years to connect Raytheon to the recycled water network and relations were strained. By January 2009, Mr. Haglund had facilitated the addition of Raytheon to the recycled water system as well as a media event celebrating the hook-up in February 2009. The event featured West Basin's Board of Directors, Raytheon's regional President, the CEO of United Water and the El Segundo City Council. The event resulted in photos for medial placement and internal use.

El Segundo Relationships: Mr. Haglund helped facilitate meetings between West Basin and local elected officials regarding ocean-water desalination.

West Basin One-Day VIP Tour: Mr. Haglund started background research and concept work for a one-day tour for VIPs to learn about West Basin by seeing the complexity of the District and the value it provides. The tour was designed to feature the Edward C. Little Water Recycling Facility, the Ocean-Water Desalination Demonstration Facility, Chevron refinery, and the Water Replenishment District and more. Staff is implementing the inaugural tour in 2010.

Funding alternative task force: Mr. Haglund participated on a task force with management, staff and other consultants in researching and evaluating potential opportunities for long range ocean-water desalination facilities and related needs. Mr. Haglund has personally contributed to public opinion survey, public education planning and the development of public awareness programs.



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WR2020: Mr. Haglund has assisted with facilitating elements of the WR2020 public outreach and education effort. He served as producer of the 30-minute WR2020 video featuring local celebrity, Huell Howser. The video featured all elements of the WR2020 Program and interviews from West Basin experts. Without Mr. Haglund's relationship with Mr. Howser, there may not have been a video made with Mr. Hower's participation.